

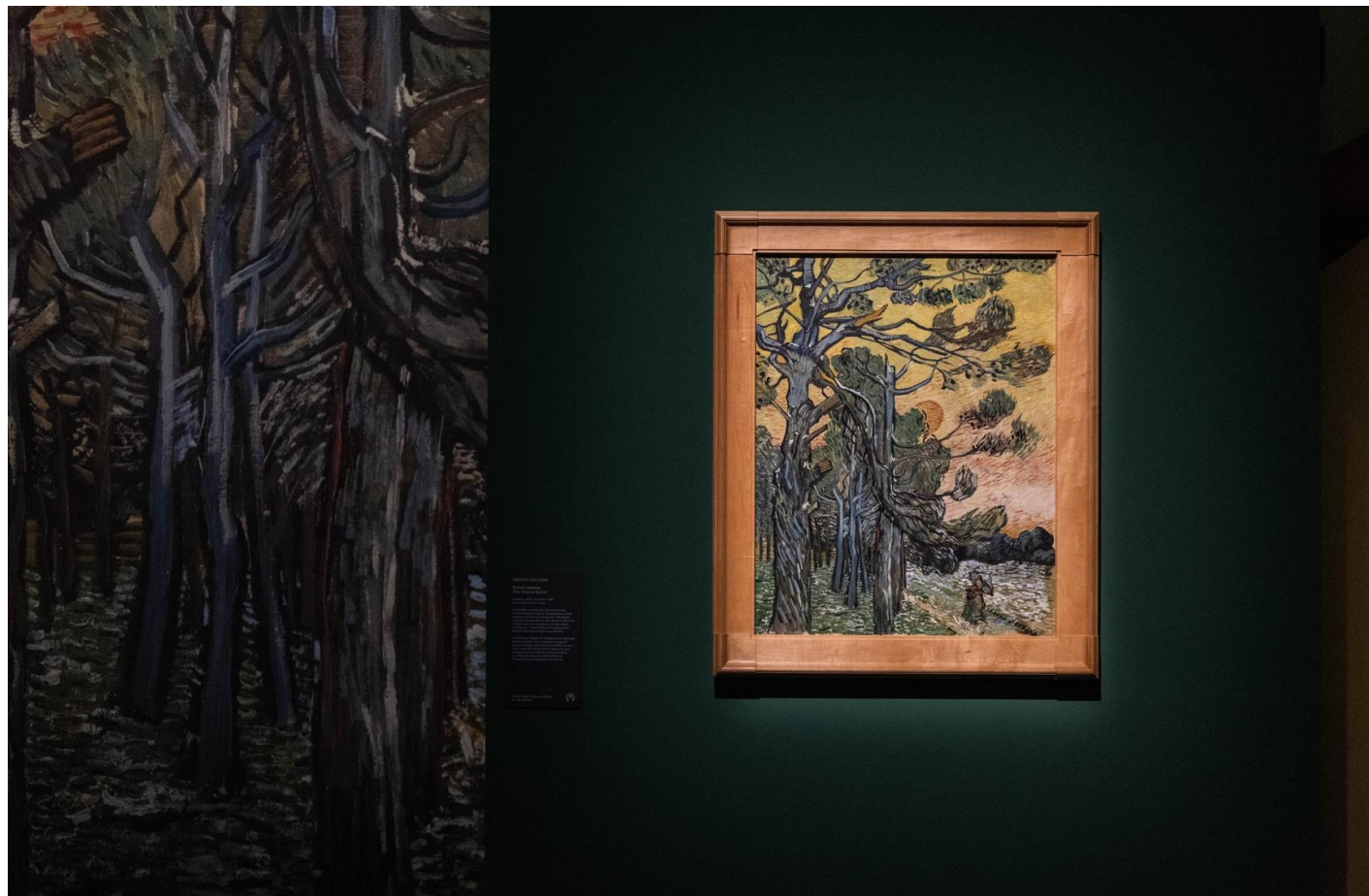
# EVENTS MEDIA KIT

# 24 ORE CULTURA

**24 ORE Cultura** is the company of GRUPPO 24 ORE, market leader in the conception and realization of art exhibitions and cultural projects.

In 20 years of activity, it has realized more than 250 exhibitions, thousands of events in Italy and abroad and published over 2500 titles of illustrated volumes.

Since 2015, he has been managing the **Mudec, Museum of Cultures**, according to an innovative model of public-private governance with the City of Milan.



# LOCATION – MUDEC, MUSEO DELLE CULTURE

**The Museum of Cultures in Milan** was born from the recovery of an industrial archaeology site, thanks to the intuition of the English designer **David Chipperfield**, who signed the architectural project.

Mudec is not only one of the most important museums of the city of Milan, **defined by the NY Times as one of the 'must' places of the city**, but stands also as an **innovative cultural hub in continuous dialogue with the territory, the communities and their transformations.**

The Mudec is also an ideal location for holding **exclusive corporate events.**



# SERVICES

MEETINGS AND CONFERENCES

TEMPORARY STORE  
AND COMMERCIAL ACTIVITIES

EXCLUSIVE AND  
TAILOR-MADE VISIT TO  
THE EXHIBITIONS

Exclusive access to international exhibitions, meetings and workshops, catering, educational activities and thematic stores are just some of the services offered by 24 Hours Culture for customers who choose the iconic spaces of the Mudec as a location for their event.

STANDING AND PLACEE  
DINNERS AND APERITIVES

CORPORATE WORKSHOPS  
AND TEAM BUILDING

CUSTOMIZED  
MERCHANDISING

# EXCLUSIVE GUIDED TOURS TO THE EXHIBITIONS

We offer the **exclusive experience of visiting one of the current exhibitions** privately, after the closing time of the Museum.

The visit could take place:

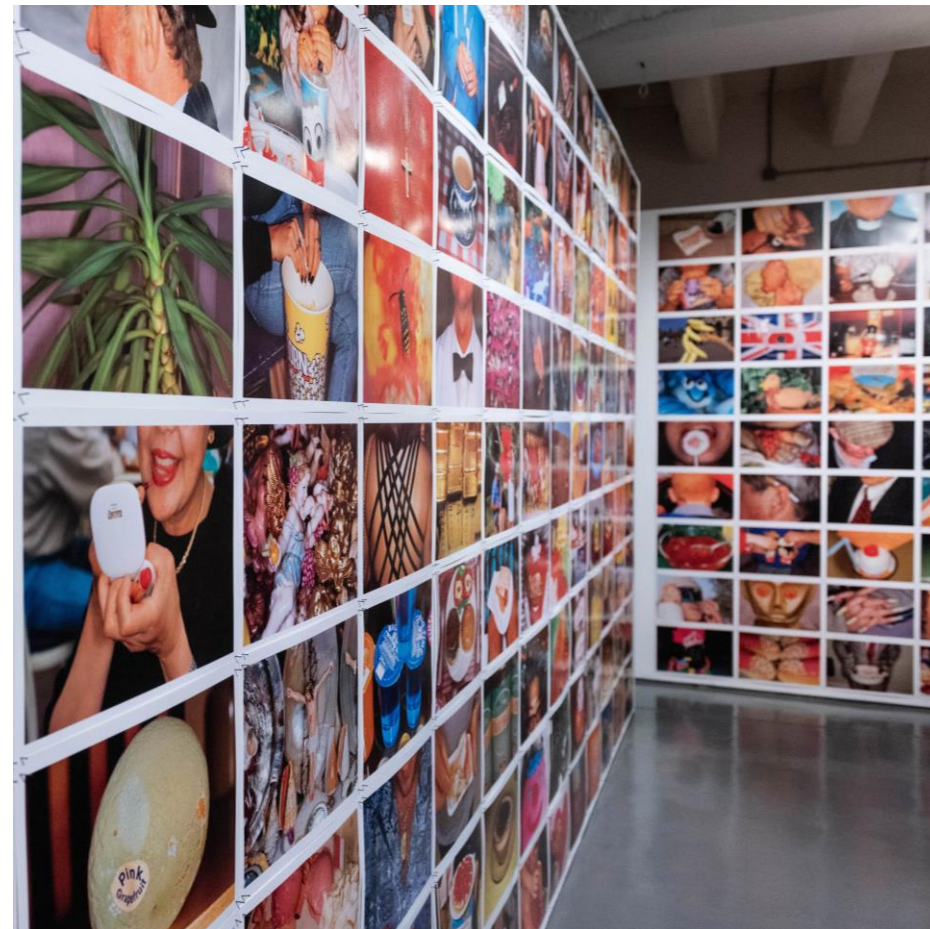
- As a **'classical' visit** with the entrance of groups of 20/25 people, each accompanied by a guide, interspersed with about 10-15 minutes
- As **'speaking points'**, with the guides strategically distributed along the exhibition path who would remain available to guests to explain each section and/or at disposal for any insights. Guests would then be free to decide the duration and mode of their visit and experience



# EXCLUSIVE GUIDED TOURS TO THE EXHIBITIONS



# EXCLUSIVE GUIDED TOURS TO THE EXHIBITIONS



# CUSTOMIZATION OF THE EXPERIENCE INSIDE THE EXHIBITION

In relation to the exclusive visits, we can offer the possibility of a **tailor-made visit experience**, specifically studying the insights and themes that best meet the needs of the customer.

In close collaboration with the Customer, training activities can also be studied through **performative and experiential workshops** in the artistic and cultural context, with the aim of stimulating creativity and values of cooperation and active participation.

24 ORE Cultura, in relation to the exhibition schedule, thus realizes activities of **Workshop and Team Building\*** designed *ad hoc* for companies.

*\*possible integrations to quotations can be provided according to the different format of the activities*





# GUESTS' CADEAUX

For Customers who wish, at the **Bookshop** and the **Design Store** are available that can represent ideal **cadeaux** for the guests of the event.

We also provide a service of **customization** of gifts through the creation, by way of example, of zip ties, stickers or bookmarks packaged *ad hoc* according to customer requests.

*The individual products will be quoted according to the item chosen and/or the type of customization required*



Example of *cadeau*

# EVENT SPACES – NUVOLA

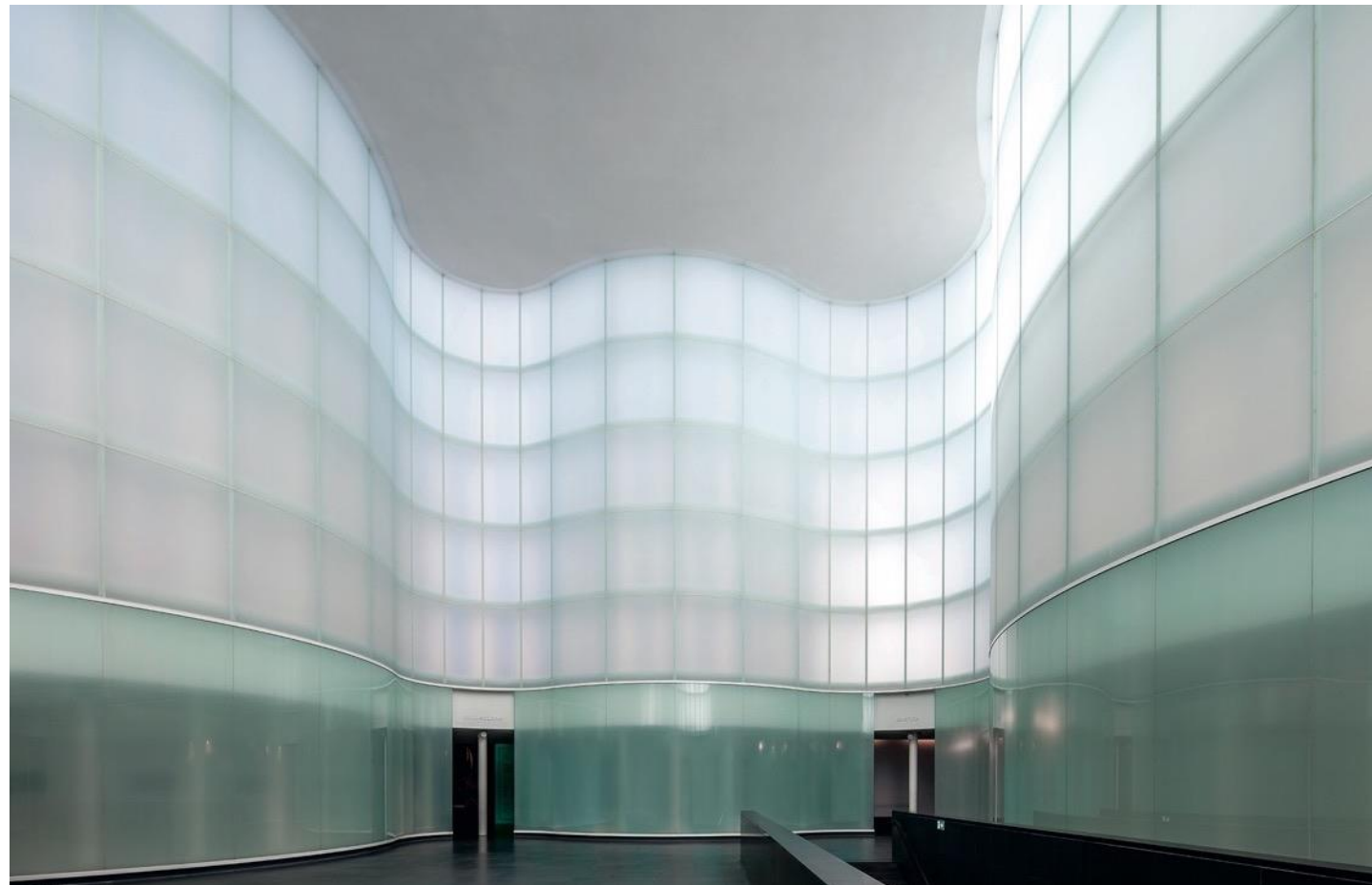
**AREA: 286 MQ**

**CAPACITY: 120 PEOPLE SEATED (170 IF THE OUTDOOR RING IS USED), 300 STANDING**

At the end of the central staircase made of black stone, the **Agora [or Nuvola]** opens up, a fluid and luminous space whose design welcomes and surrounds the visitor like a **Cloud [Nuvola]**.

A **covered square** that during the Museum's opening hours introduces the visitor to the exhibition spaces, but which, after closing time, lends itself to the customer's needs by allowing a very high level of customisation.

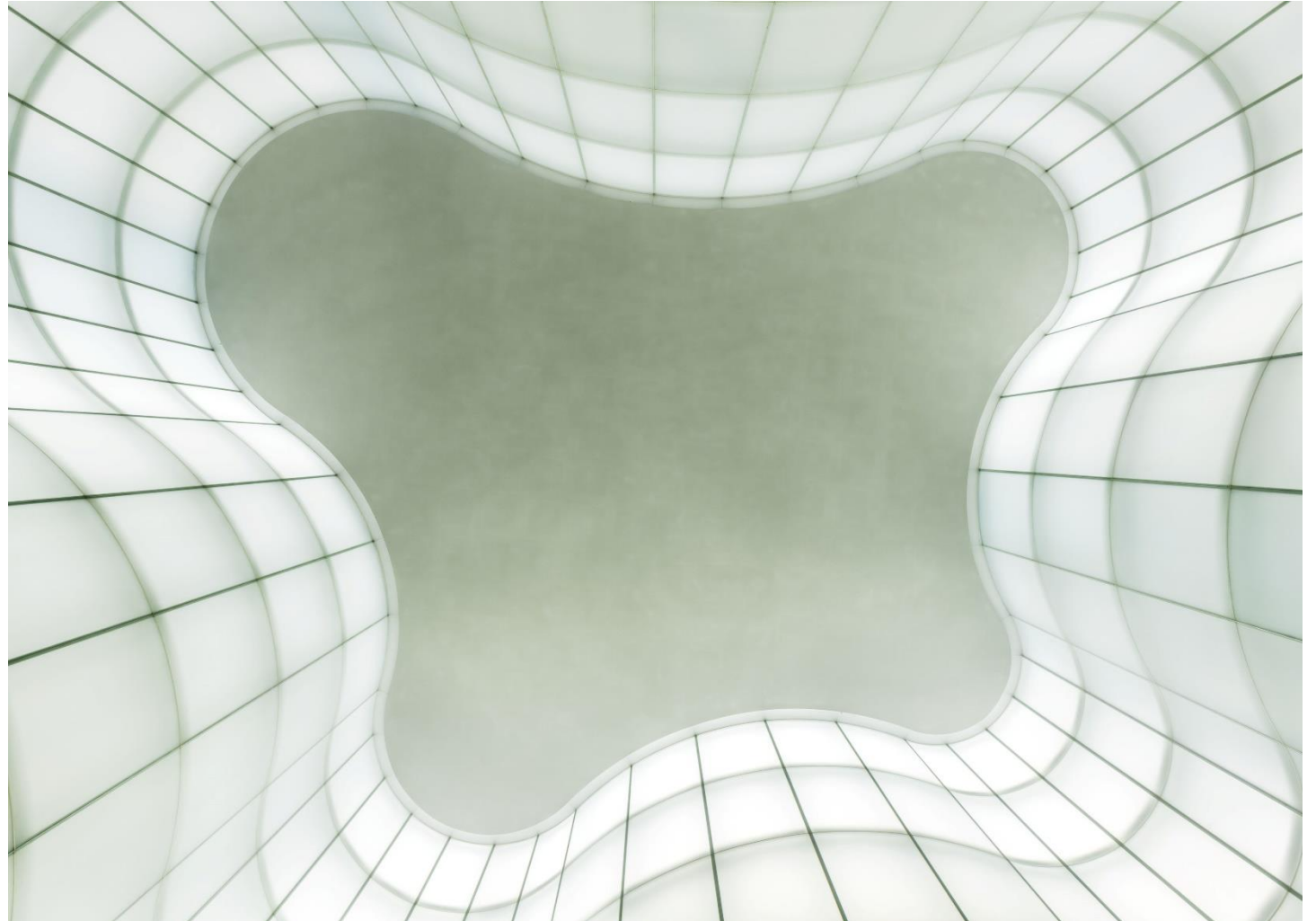
*\*This number is reduced depending on the setting and on the access to exhibition spaces for exclusive visits*



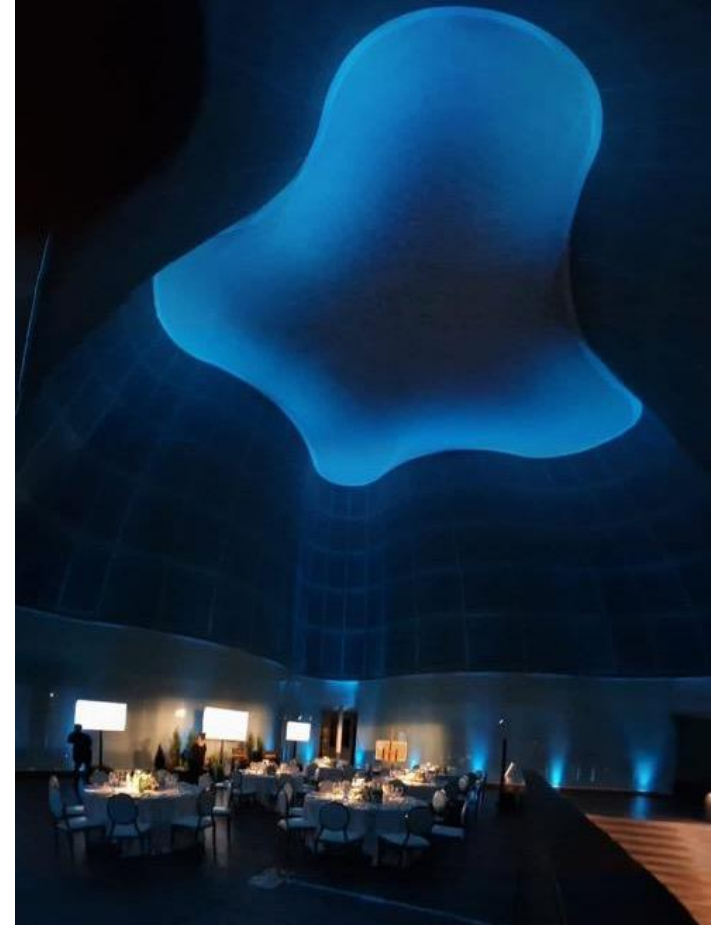
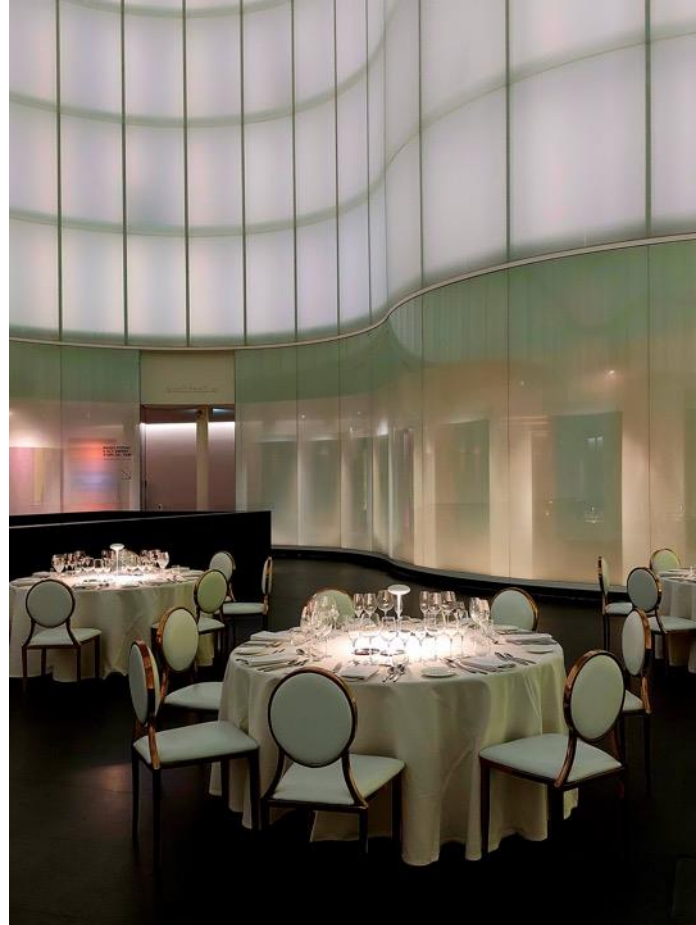
# EVENT SPACES – NUVOLA

## ADDITIONAL SERVICES [to be quoted ON TOP]

- Aperitifs and Cocktails, standing or sitting, with Catering Enrico Bartolini
- Customization of the space through the management of the lighting system (lights of different coloring, Parled for ceiling lighting, projections [e.g. company logo projections on the ceiling etc.]
- Customizable sound system for music carpet

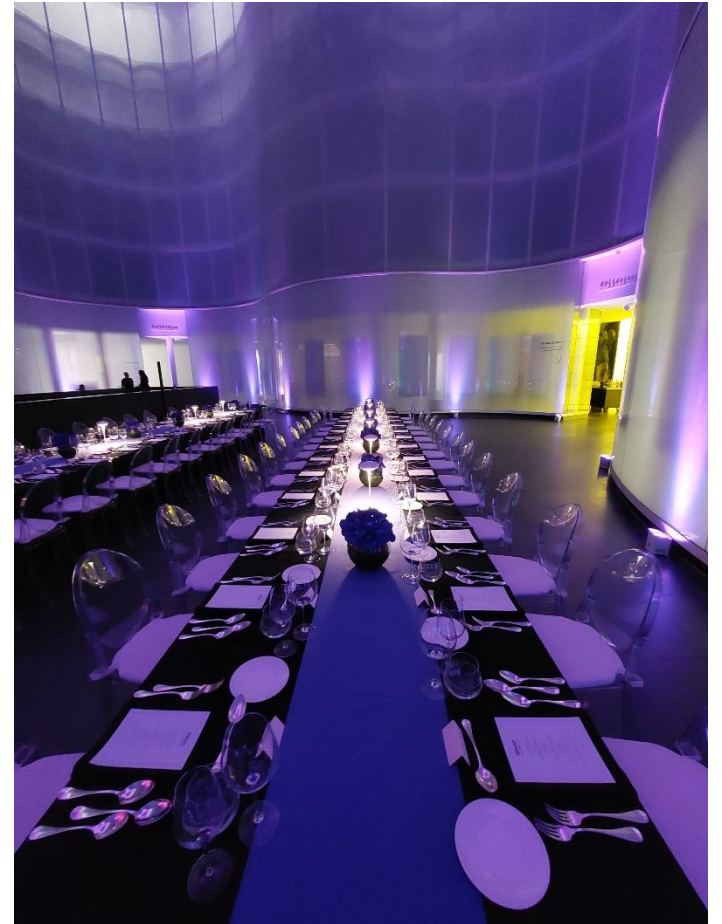
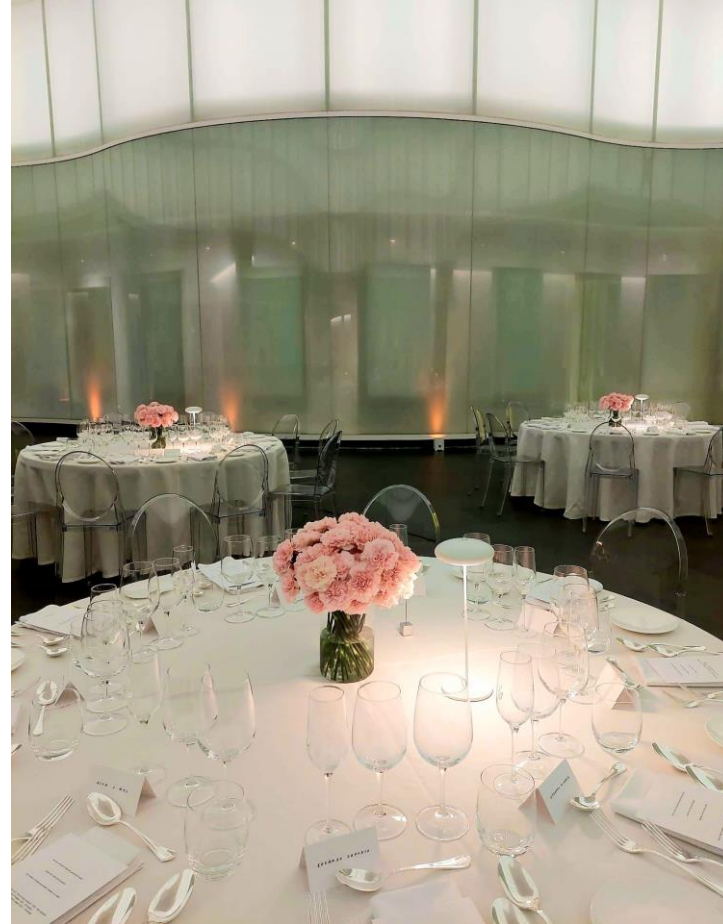


# EVENT SPACES – NUVOLA



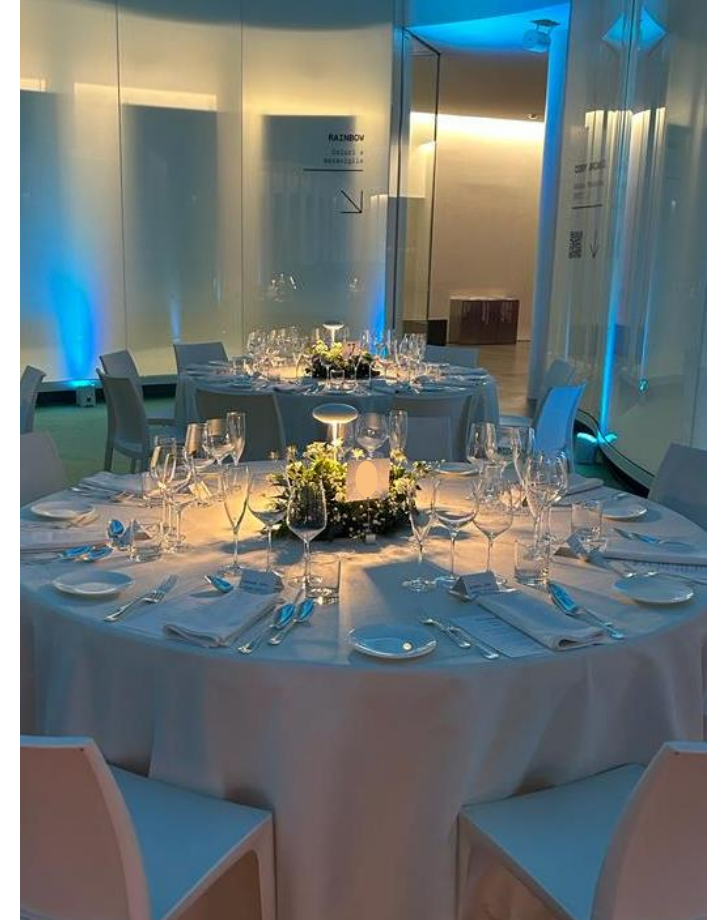
Examples of catering placée

# EVENT SPACES – NUVOLA



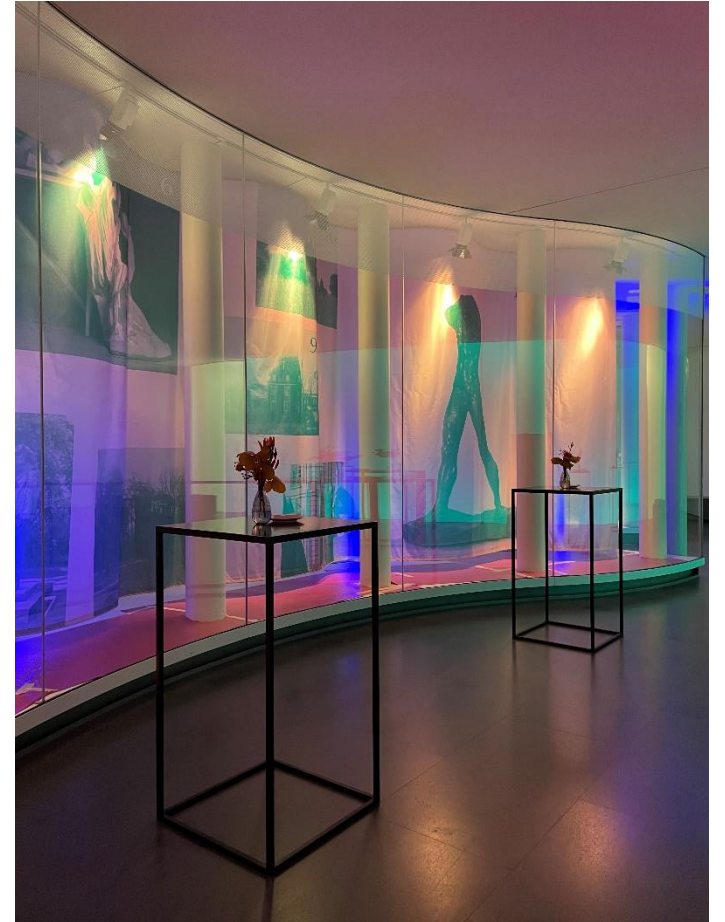
Examples of catering placée

# EVENT SPACES – NUVOLA



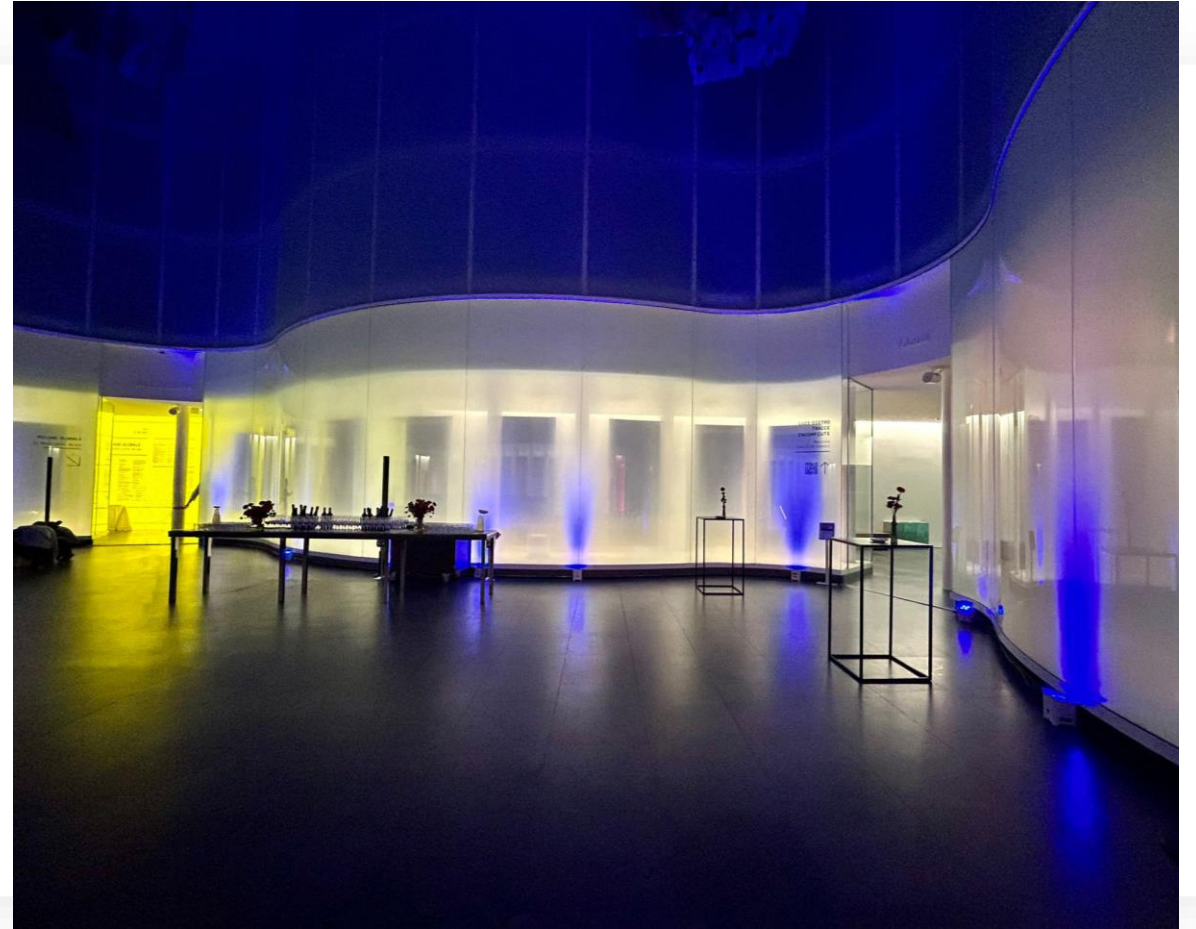
Examples of catering placée

# EVENT SPACES – NUVOLA



Examples of standing catering

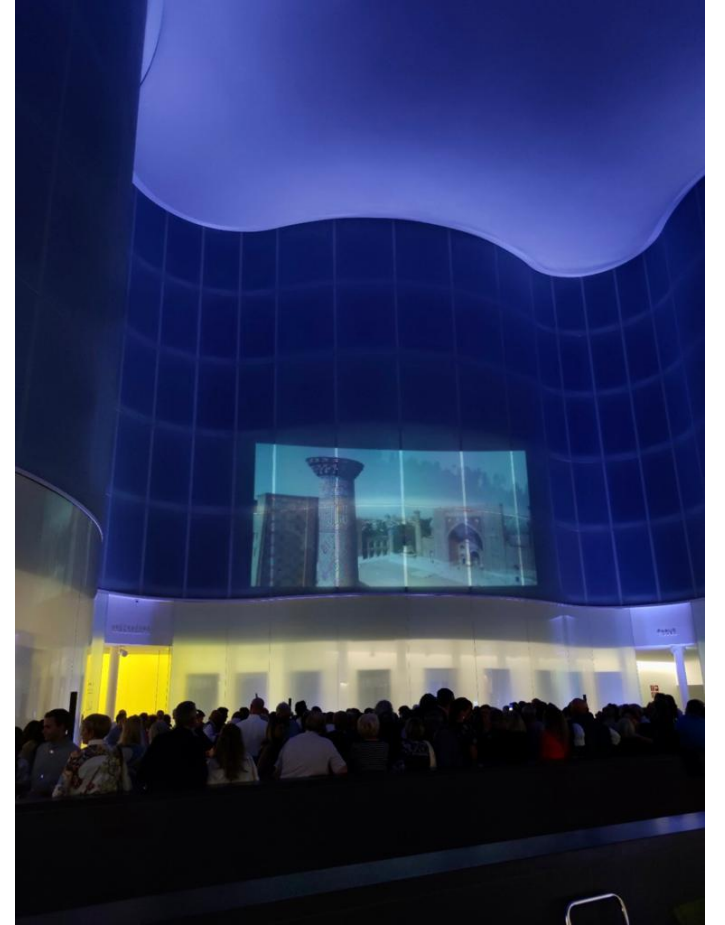
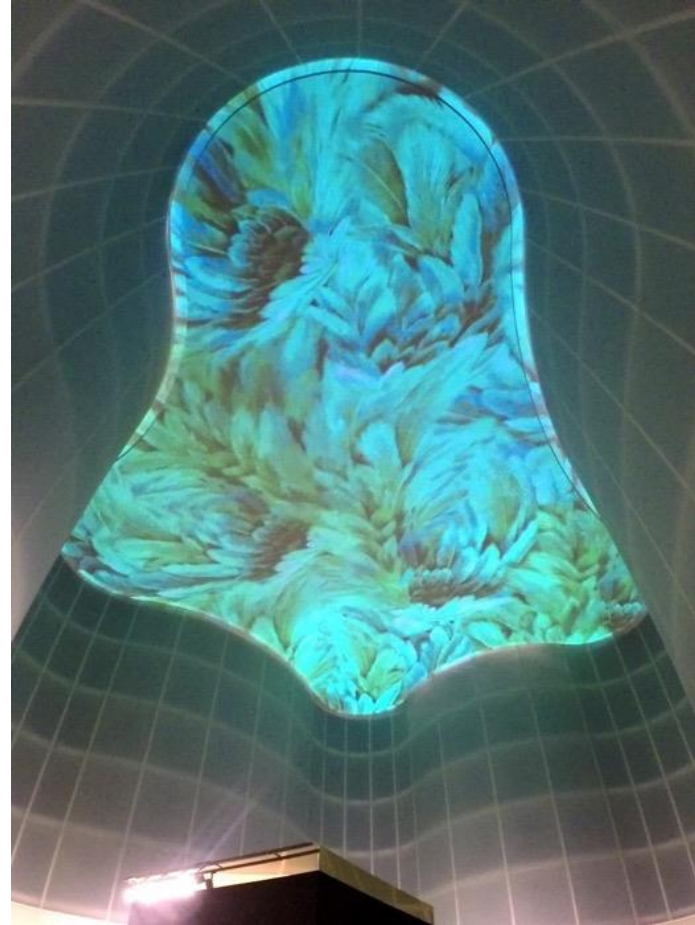
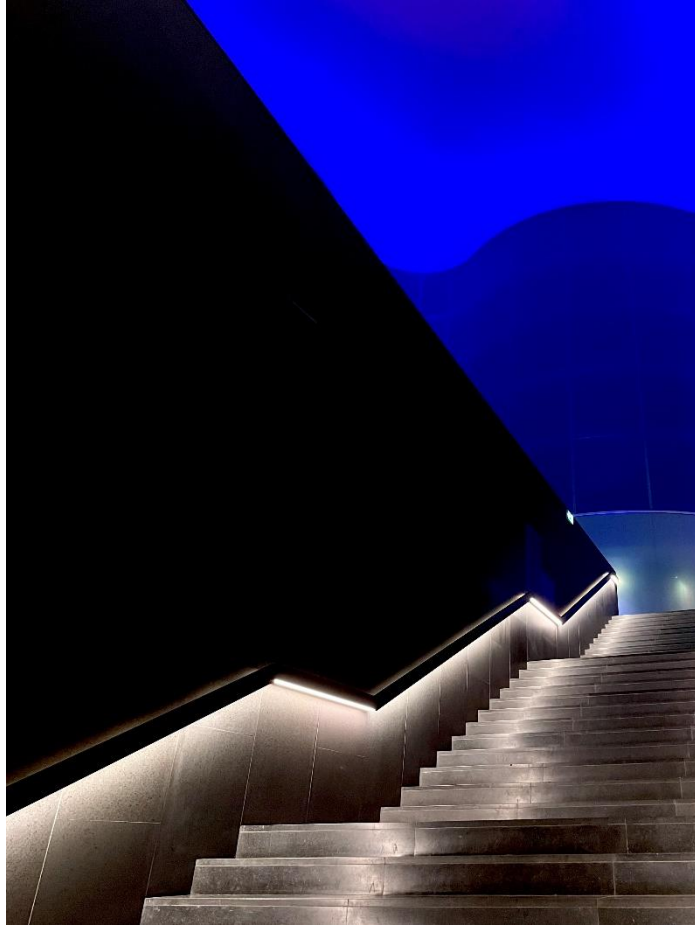
# EVENT SPACES – NUVOLA



Examples of standing catering

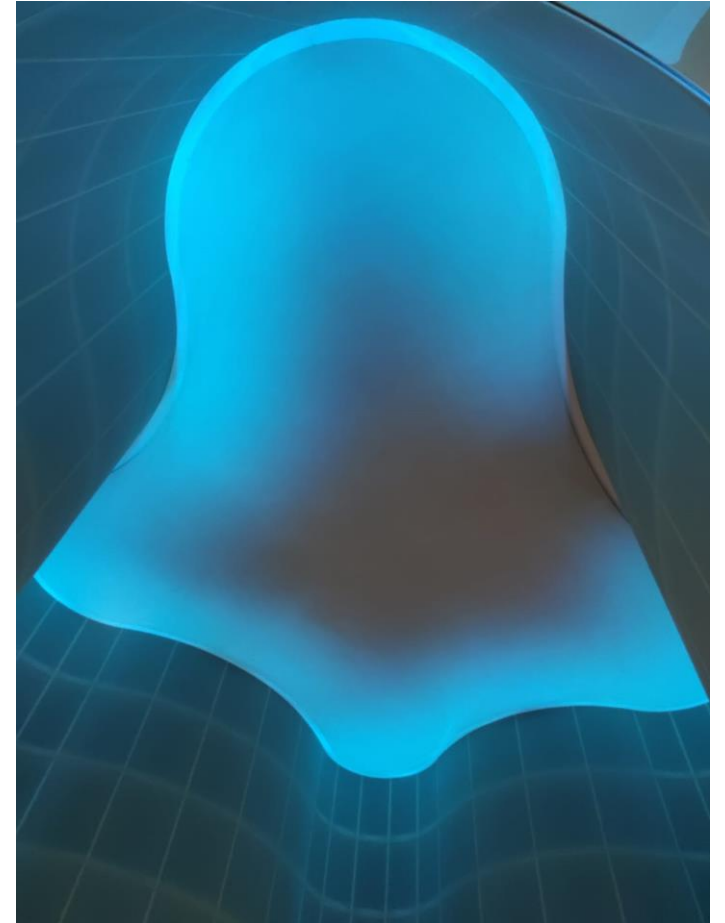
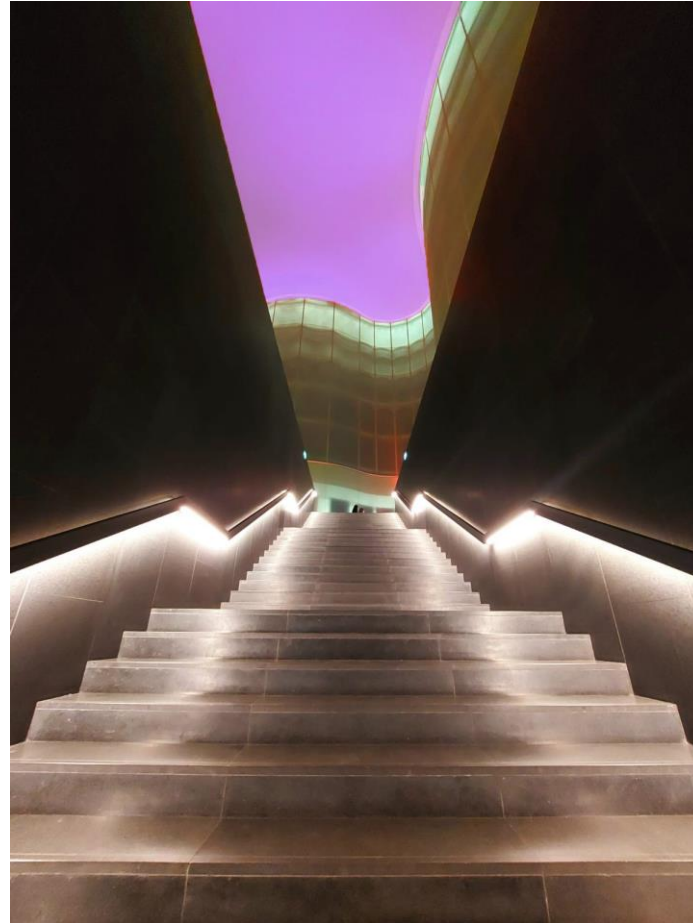


# EVENT SPACES – NUVOLA



Examples of personalisation of the space

# EVENT SPACES – NUVOLA



Examples of personalisation of the space

# EVENT SPACES – NUVOLA



- Events in Agorà are only permitted when the museum is closed: every day after 7:30 p.m. or on Mondays before 2:30 p.m., except Thursdays and Saturdays when the museum closes at 10:30 p.m.
- Private events\* such as dinners, aperitifs, fashion shows\*\* and *showcooking* (intended as plating), etc. are allowed.
- Only corporate events are allowed



- No public entertainment events are allowed in Agorà
- The Museum space in general and more specifically the Agorà are copyrighted, in fact, it is not possible to take photographs and/or video recordings for commercial purposes within the space
- Any artistic set-up is forbidden in Agorà

*\*Private events are to be considered all events that involve the direct invitation to attendees by the organizer. These events should not be publicized and third parties are not allowed to enter. Registration at the entrance cannot result the event as private; a nominal direct invitation is always required.*

*\*\*Permission must be obtained from the City of Milan by the Principal.*

# LUCI DIETRO TRACCE INCOMPIUTE – MARIANA CASTILLO DEBALL

From October 19<sup>th</sup>, 2023 in the Agorà we will host a site-specific textile installation entitled **Luci dietro tracce incompilate** (*lights behind unfinished tracks*) by the Mexican artist Mariana Castillo Deball.

The work, set up on the entire perimeter of the Agorà, proposes on fabric some decorative motifs taken from the works of the collections of the Museum and is installed on some portions of the perimeter windows of the Agorà.

The artist's work, which is part of Mudec's vision of expanding contemporary activities, is undoubtedly an added value for the space.



From October 2023 to September 8° 2024

# EVENT SPACES – AUDITORIUM

**AREA: 295 mq**

**CAPACITY: 200 PEOPLE**

On the first floor of the Museum is the **Auditorium**, a two-hundred-seat theatre that lends itself to hosting **conferences, company meetings** and **workshops**. It is equipped with a Foyer (maximum capacity of 50 people at the same time) in which welcome coffees and cocktails can be provided.

The **Auditorium** can be accessed independently from the rest of the Museum through a dedicated entrance from the museum Hall.

## ROOM EQUIPMENT (FURNITURE)

- Removable platform (8 modules of 2x1m)
- Telescopic folding grandstand
- 6 Cassina CAB Stools, 55x51x112 cm, briarwood
- 6 Dezza Poltrona Frau armchairs, ribes
- 1 gray-colored podium with led screen

*\* This number is reduced depending on the setting*



# EVENT SPACES – AUDITORIUM

## TECHNICAL EQUIPMENT

- 2 hand microphones
- 1 lavalier microphone
- 2 PCs for PPT and video output
- 1 ppt presenter
- 2 booths for simultaneous translation (in the control room)
- 70 receivers for simultaneous translation
- 1 DVD player and 1 blu-ray player
- 1 USB mp3 player
- lighting control from the control room: 100% - 75% - 50% - off
- Panasonic projector 5,000 Lumens (lens 150 (approx. 2/5 screen) - lens 250 (approx. 4/5 screen) - lens 350 (full screen))

## SERVICES INCLUDED

N.1 technician in the control room (in case of translations or support in the auditorium, the support of additional technicians is to be quoted separately)



# EVENT SPACES – AUDITORIUM



Telescopic folding grandstand [130 seats]

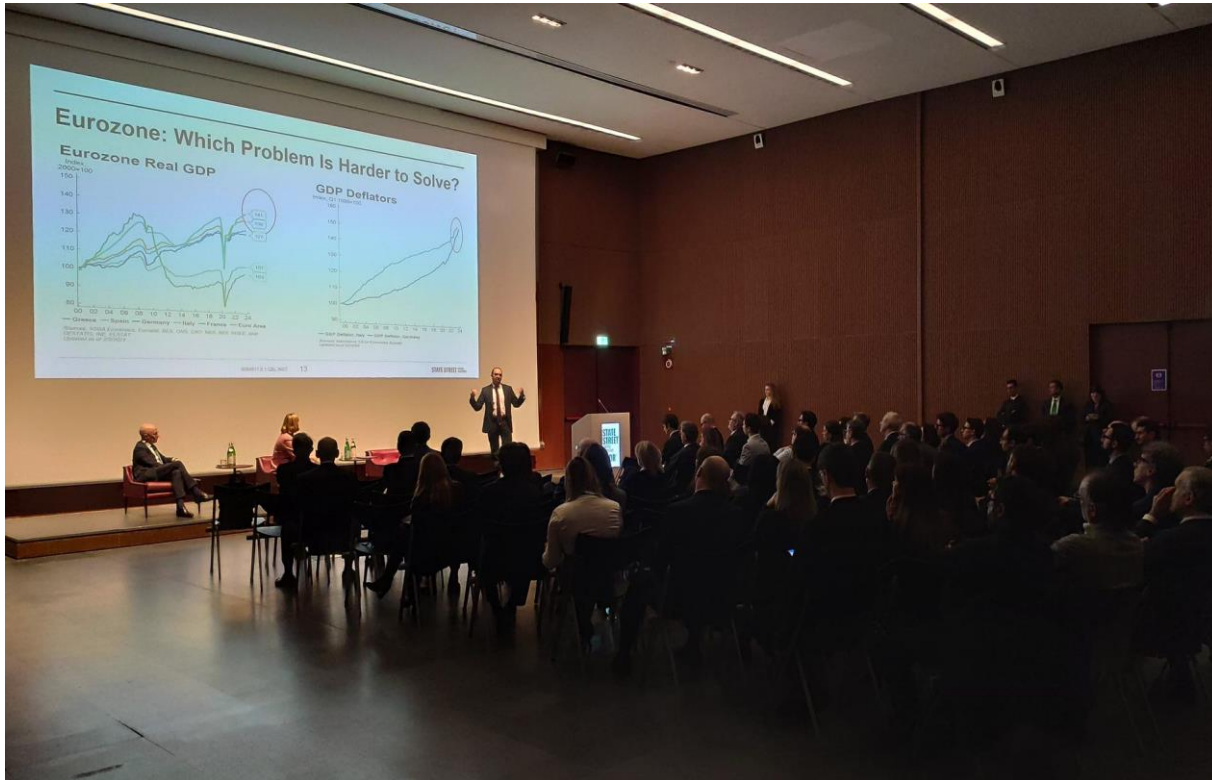
# EVENT SPACES – AUDITORIUM



Examples of stalls and lighting customization of the space

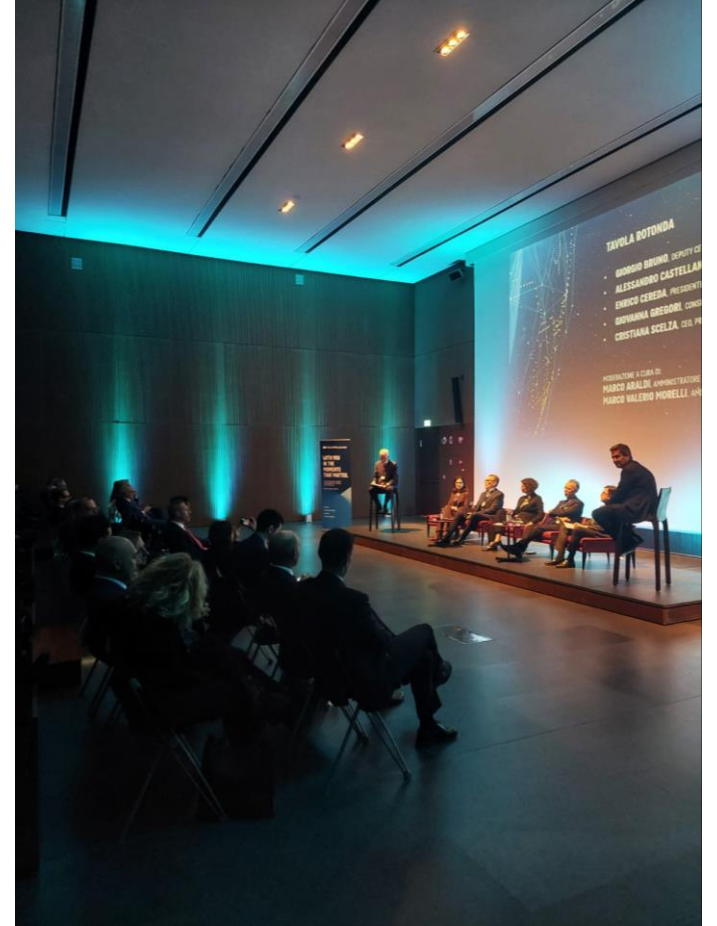


# EVENT SPACES – AUDITORIUM



Examples of stalls with seats arranged in herringbone

# EVENT SPACES – AUDITORIUM



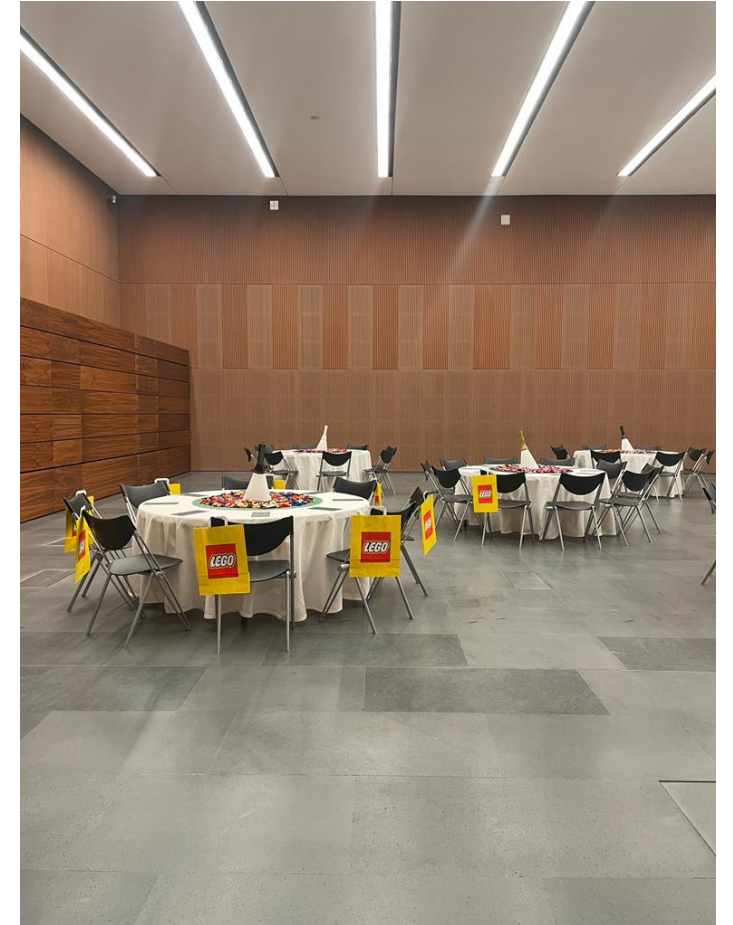
Examples of stalls and lighting customization of the space

# EVENT SPACES – AUDITORIUM



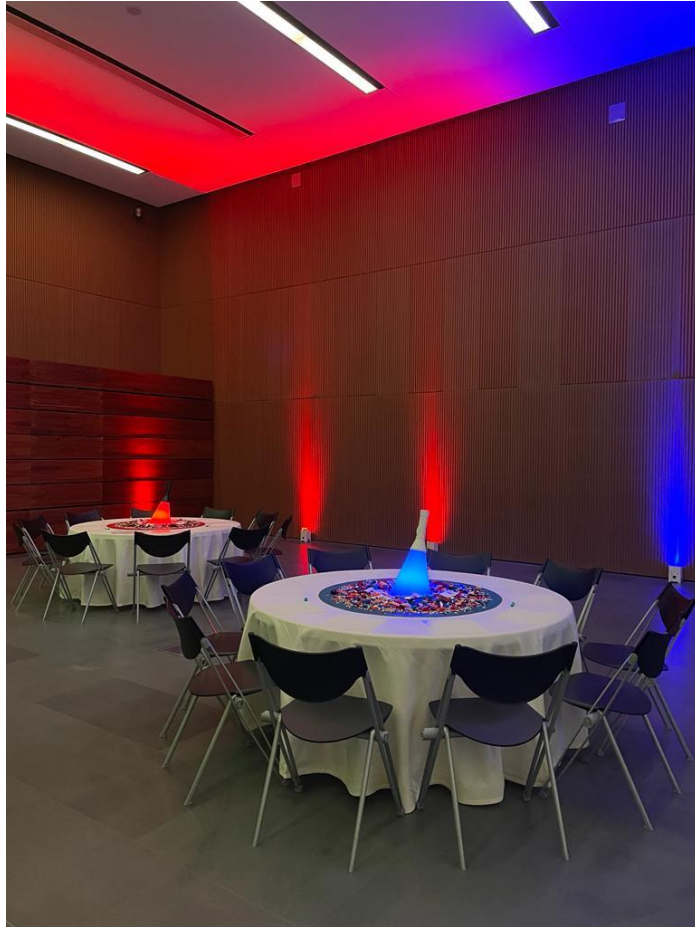
Examples of customization of the space

# EVENT SPACES – AUDITORIUM



Examples of workshop an team building set up

# EVENT SPACES – AUDITORIUM



Examples of workshop an team building set up

# EVENT SPACES – FOYER

## CAPACITY: 50 PEOPLE

The **Auditorium** is equipped with a **Foyer** where you can expect **welcome coffee and cocktails** for up to 50 people at the same time.

As well as the Auditorium, also the Foyer can be used in Open Museum.



# EVENT SPACES – FOYER



Examples of catering arrangements in a passing way

# EVENT SPACES – AUDITORIUM



- It is possible to hold events in the Auditorium also during the opening hours of the Museum (it has independent access)
- The following types of private events\*: conferences, seminars, conferences, business meetings, workshops
- It is also possible to activate a temporary license to open to the public events such as meetings, conferences and conferences by request from the Client to the Municipal Office in charge [procedure to be activated at least 30 days before the event date]
- Only corporate/ corporate events are allowed



- It is not allowed to hold events of public show inside the Auditorium
- It is not allowed to carry out catering or activities involving the consumption of food or drink inside the Auditorium

*\*PRIVATE EVENTS are all events that include a direct invitation to participants by the organizer. These events must not be advertised and access to third parties is not allowed. Registration at the entrance cannot make the event considered as private, a direct nominal invitation is always required.*



# EVENT SPACES – INNOVATION 2

AREA: 227 MQ

CAPACITY: 50 PEOPLE at the same time

N.1 SECURITY EXIT

The space was born from the recovery of the industrial archaeology complex of the Ex-Ansaldo area.

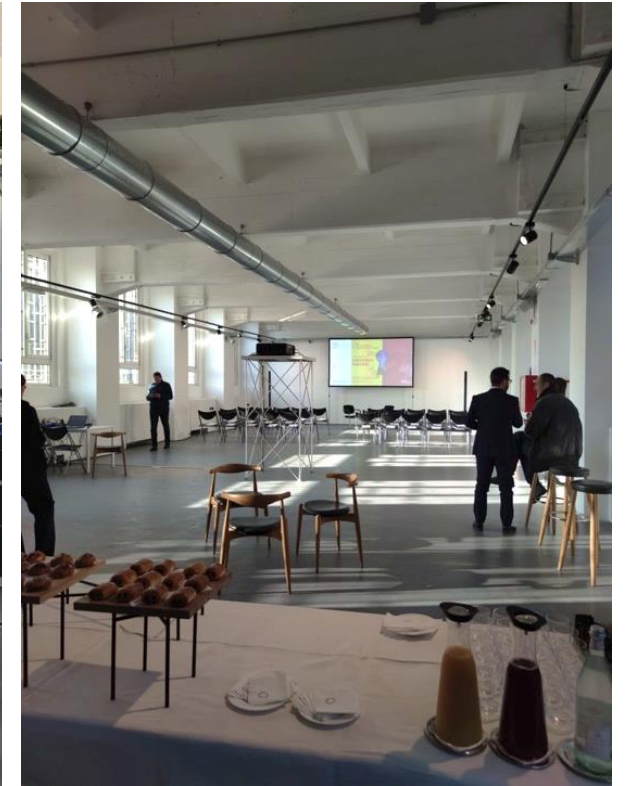
An **open space without internal subdivisions** and structural elements, accessible directly from the court of the Mudec.

The lighting is guaranteed by the double exposure on Via Tortona and the internal area of the Museum.

The space is not designated to host events of public spectacle. You can organize business activities with direct sales or private events behind closed doors.



# EVENT SPACES – INNOVATION 2



Examples of meeting facilities (also with catering service standing)

# EVENT SPACES – INNOVATION 2



Set-up examples for Temporary Store

# EVENT SPACES – INNOVATION 2



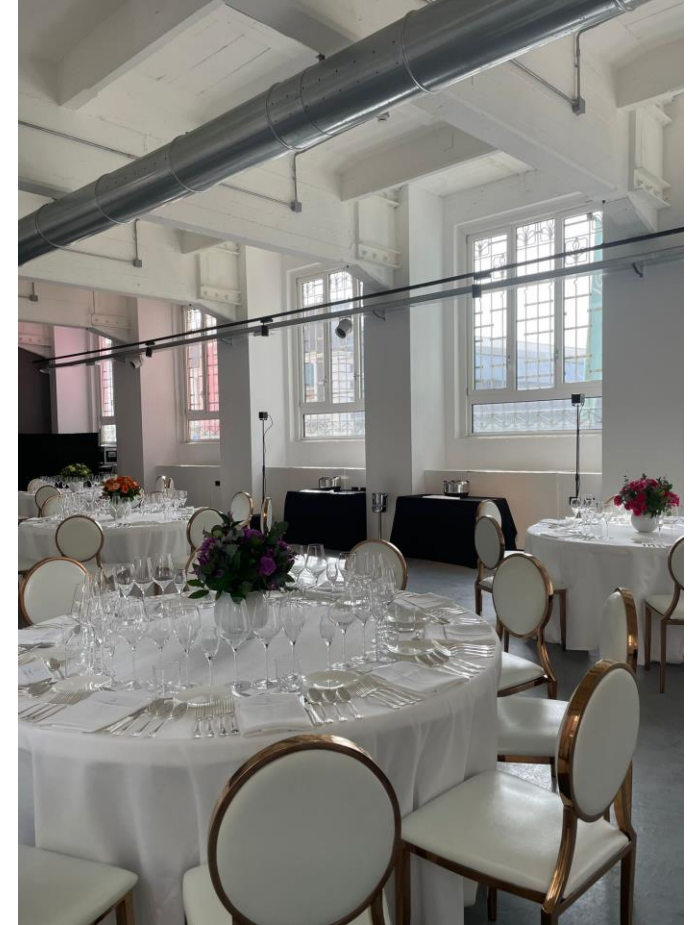
Set-up examples for Temporary Store

# EVENT SPACES – INNOVATION 2



Examples of catering placée

# EVENT SPACES – INNOVATION 2



Examples of catering placée

# EVENT SPACES – INNOVATION 2



- Private events\* such as workshops, welcome coffee or aperitifs are allowed within Innovation Center 2, but the main activity recommended within the space is commercial (e.g. Temporary Store) with SCIA sales opening by the Customer
- Only corporate events and/or commercial activities are allowed



- Public events are not allowed inside the Innovation Center 2

*\*PRIVATE EVENTS are all events that include a direct invitation to participants by the organizer. These events must not be advertised and access to third parties is not allowed. Registration at the entrance cannot make the event considered as private, a direct nominal invitation is always required.*

# MUSEUM EQUIPMENT – TOTEM LED

In support of the events (within the spaces of the Mudec only) and their setting up, it is possible to request the use of one of the **Totem Leds** provided for museum communication activities.

A single digital "roll-up" can be used both during the opening hours of the museum, and for events organized during the closing time of the museum. After the closing time of the exhibitions, it will be possible to rent an additional 3 totems, to be used separately.

## TECHNICAL SPECIFICATIONS

Video format: mp4

Resolution: 192 x 640 px

### TOTEM RENT

€ 250 + VAT each [\*]

*\* The price does not include graphic design.*





# MUSEUM EQUIPMENT – CHECK-IN DESK AND PODIUM

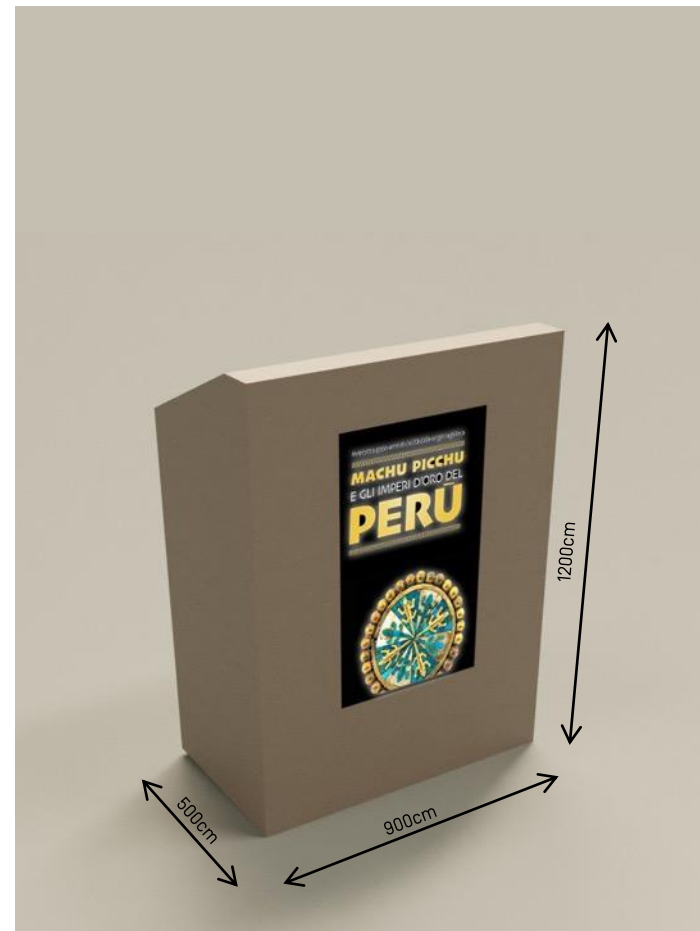
To support the realization of events at the Museum, there is some equipment for which the Customer can request:

- Turtle dove accreditation desk
- Turtledove podium with led screen for content sharing
- N. 6 Cassina CAB stools, 55x51x112 cm, burl shade
- N. 6 Armchair Dezza Poltrona Frau, currant shade

## GRAPHIC INSERTION FOR PODIUM CUSTOMIZATION

€ 150 + VAT (\*)

*\* The price does not include graphic design.*



# MUSEUM EQUIPMENT – CHECK-IN DESK AND PODIUM



Examples of graphic customization of Led Totem and Podium

# MUSEUM EQUIPMENT – SEATS



N. 6 Cassina CAB stools, 55x51x112 cm, burl shade



N. 6 Armchair Dezza Poltrona Frau, currant shade

# DESIGN STORE

**AREA: 140 MQ**

The **Design Store** aims to be a reference for **contemporary design** trends. It draws inspiration from the permanent collection of the Museum of Cultures by collecting different types of objects: from jewelry and accessories, to books and the most iconic pieces of furniture of the new masters of Design.

A **Wunderkammer** that aims to intrigue its guests and visitors of the Museum, in which you can create **corners** dedicated to the **exhibition** and **sale of the products** of the customer, offering the opportunity of an exclusive showcase for individual brands. \*

## CORNER PRODUCTS EXHIBITION DEDICATED

To be quoted according to the period, type and duration of the set up of the products

\* *The products must be in line with the identity and values of the Museum.*



Opening hours:  
Monday 2:30 - 7:30 pm  
Tuesday, Wednesday, Friday and Sunday 9:30 am - 7:30 pm  
Thursday and Saturday 9:30 am - 10:30 pm

# DESIGN STORE



Examples of custom corners dedicated to the sale of the Customer's products

# MUDEC BISTROT

**AREA: 425 MQ**

The **Mudec Bistrot** faces directly onto the Mudec courtyard through large opening windows.

The space, divided into **three areas** through the two side wings, can accommodate **dinners, aperitifs and refreshments** offering the possibility of being customized and branded according to the specific needs of the customer or the event.

The restaurant, managed by **Enrico Bartolini**, can be rented entirely in a closed museum, or partially during the opening hours of the museum using the two side wings.



*Opening hours:*

*Monday 2:30 - 7:30 pm*

*Tuesday, Wednesday, Friday and Sunday 8:00 am - 7:30 pm*

*Thursday and Saturday 9:00 am - 10:30 pm*

# MUDEC BISTROT



Examples of custom layout of the space

# MUDEC BISTROT – ART WALL

The **Mudec Art Wall** is a space dedicated to photography and contemporary art located within the large spaces of the Bistrot.

It is the perfect space to host photographic and artistic projects conceived by and for companies - among the great photographers who have exhibited in the Mudec Art Wall, Steve McCurry and Denis Rouvre.

Through the realization and exhibition of its artistic project on the Art Wall, the Customer is offered various possibilities of communication, such as the development of the **Brand Image**.





# MUDEC BISTROT – ART WALL



Examples of Art Wall installation

# MUDEC RESTAURANT

*“Love for life is also the desire to eat it”*

The **multi-starred chef Enrico Bartolini** runs the Restaurant of the Mudec, local **3 Michelin stars**.

**Enrico Bartolini's** resourcefulness, research, innovation, perseverance and balance are well reflected in his cuisine. The gastronomic 'motto' of his team, *Be Contemporary Classic*, arouses a strong interest in the world of food and not only; the values of the past and the present come together to create original and balanced flavors.

Also, the Enrico Bartolini Restaurant **can be rented exclusively for dinners and lunches up to 42 people**, with quotations to be evaluated together with the manager based on the requested service and the period.



Opening hours:  
from 12.30 pm to 2.00 pm  
and from 7.30 pm to 10.00 pm  
Closed on Monday and Sunday

T.: 02.84.293.701 (tue-sat)  
E.: ristorante@enicobartolini.net

# MUDEC PARKING

MUDEC is equipped with a large **underground parking area active 7/24**.

The customer has the opportunity to book parking spaces at their events, compatible with the capacity of the parking for the day in question.

## CAR PARKS

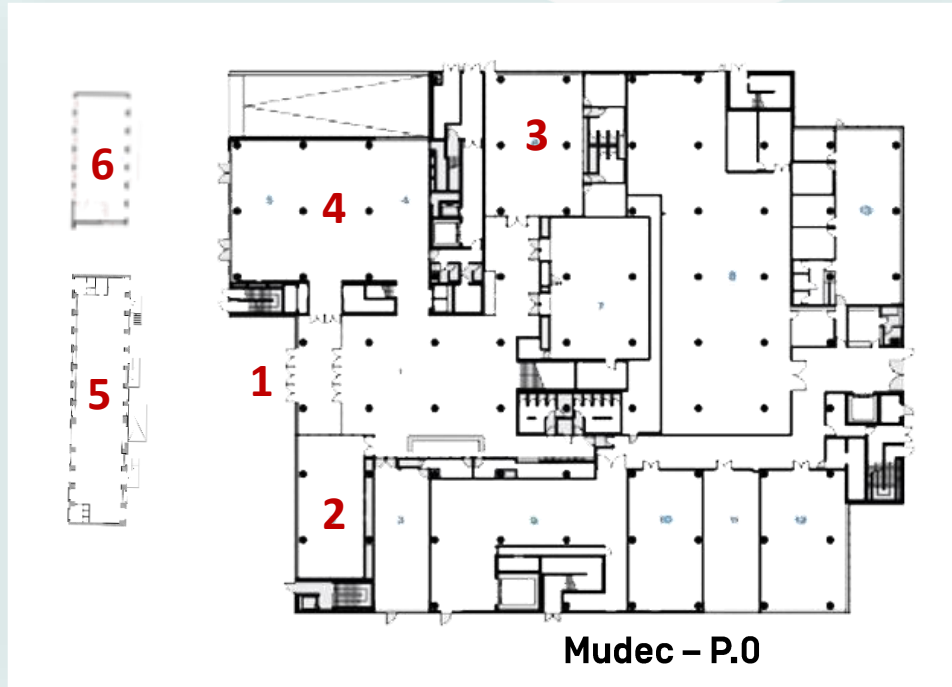
Price to be quoted separately based on the number of hours of parking and the number of seats reserved.



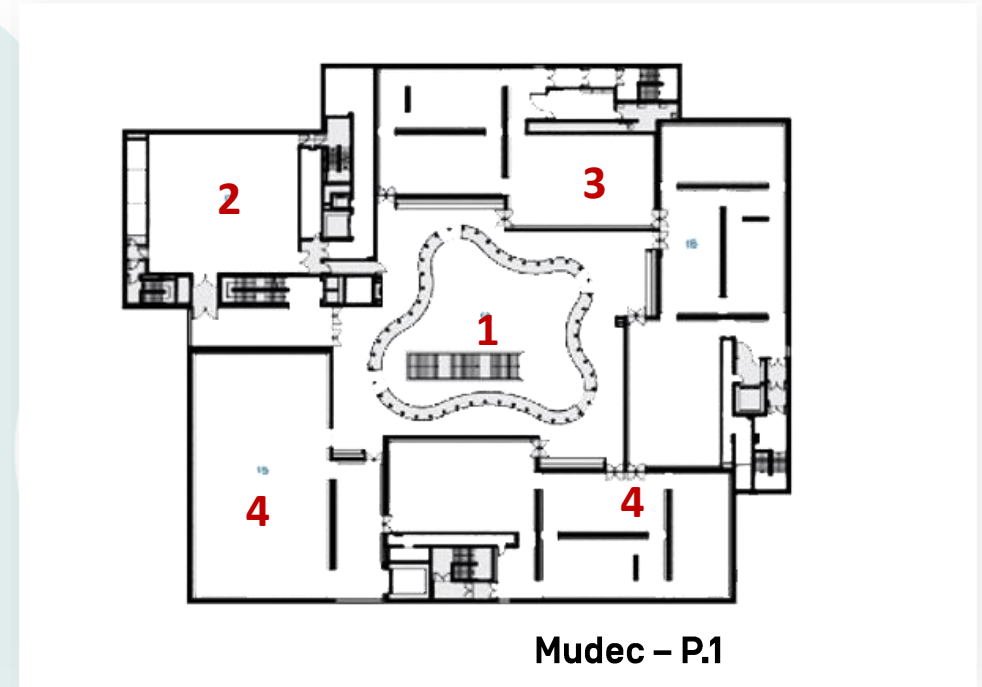


**PLANS**

# MUDEC PLANS

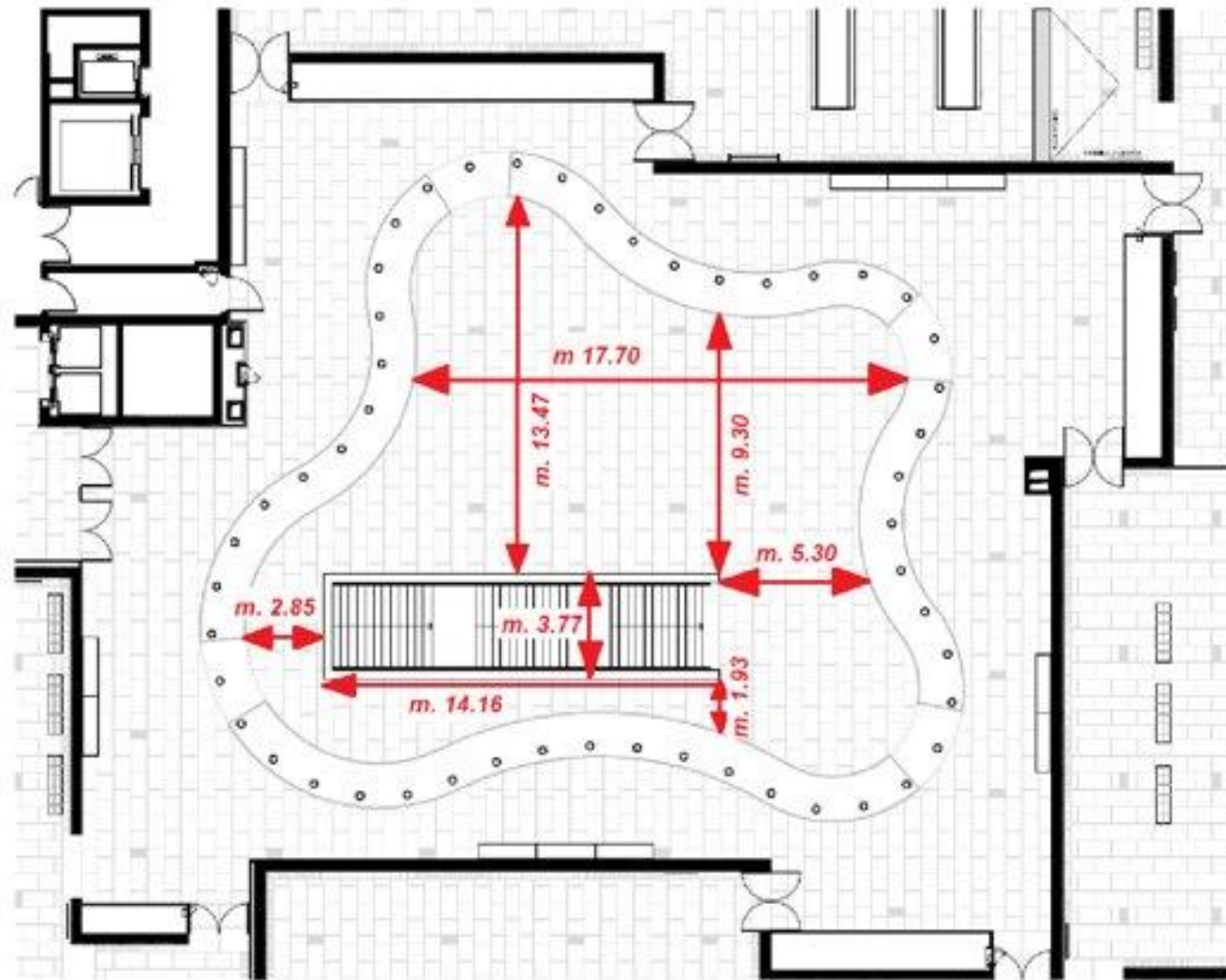


1. Outer Court
2. Mudec Design Store
3. Mudec Lab
4. Mudec Bistrot
5. Innovation Center 1
6. Innovation Center 2

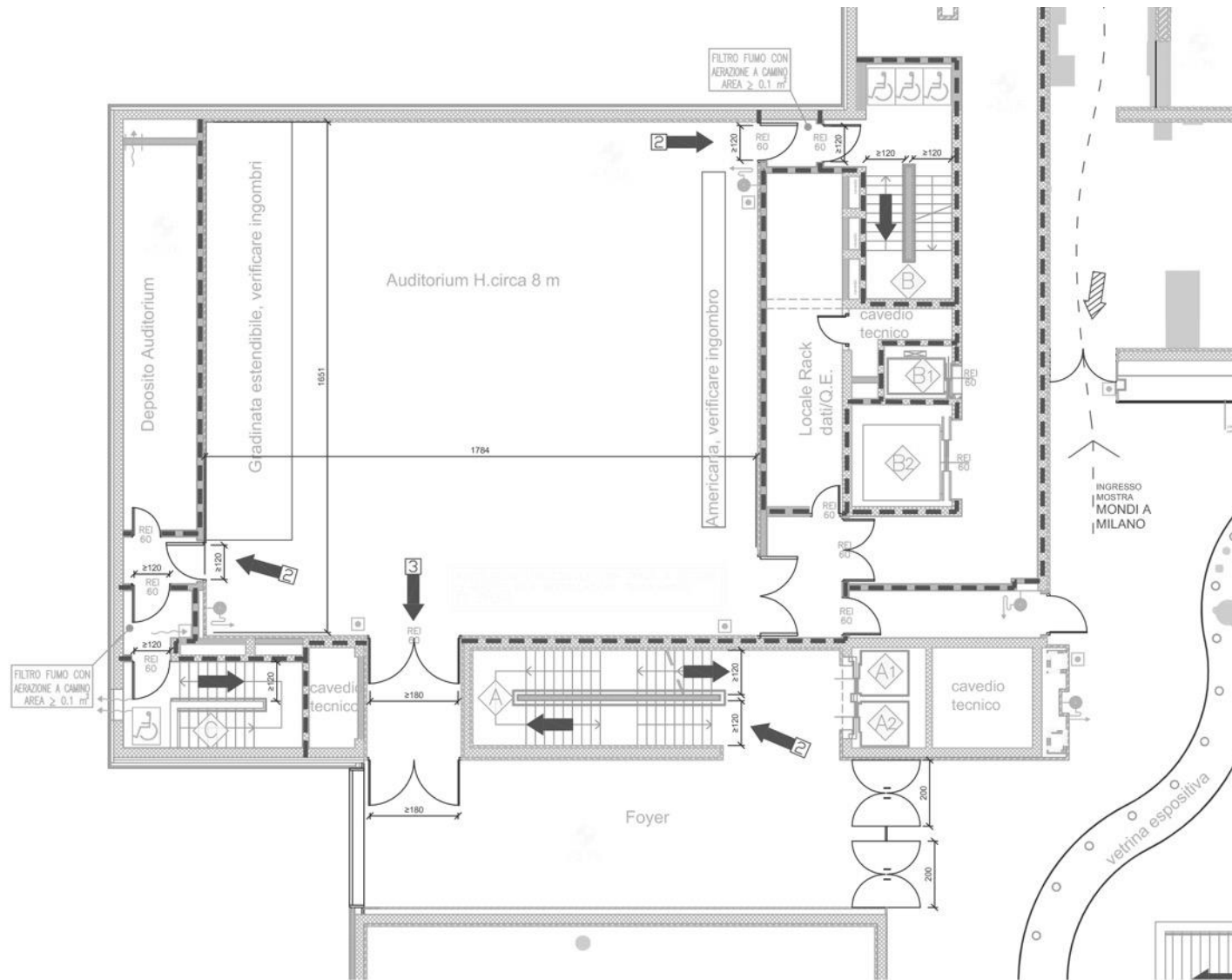


1. Agorà
2. Auditorium
3. Permanent Collection
4. Temporary Exhibitions

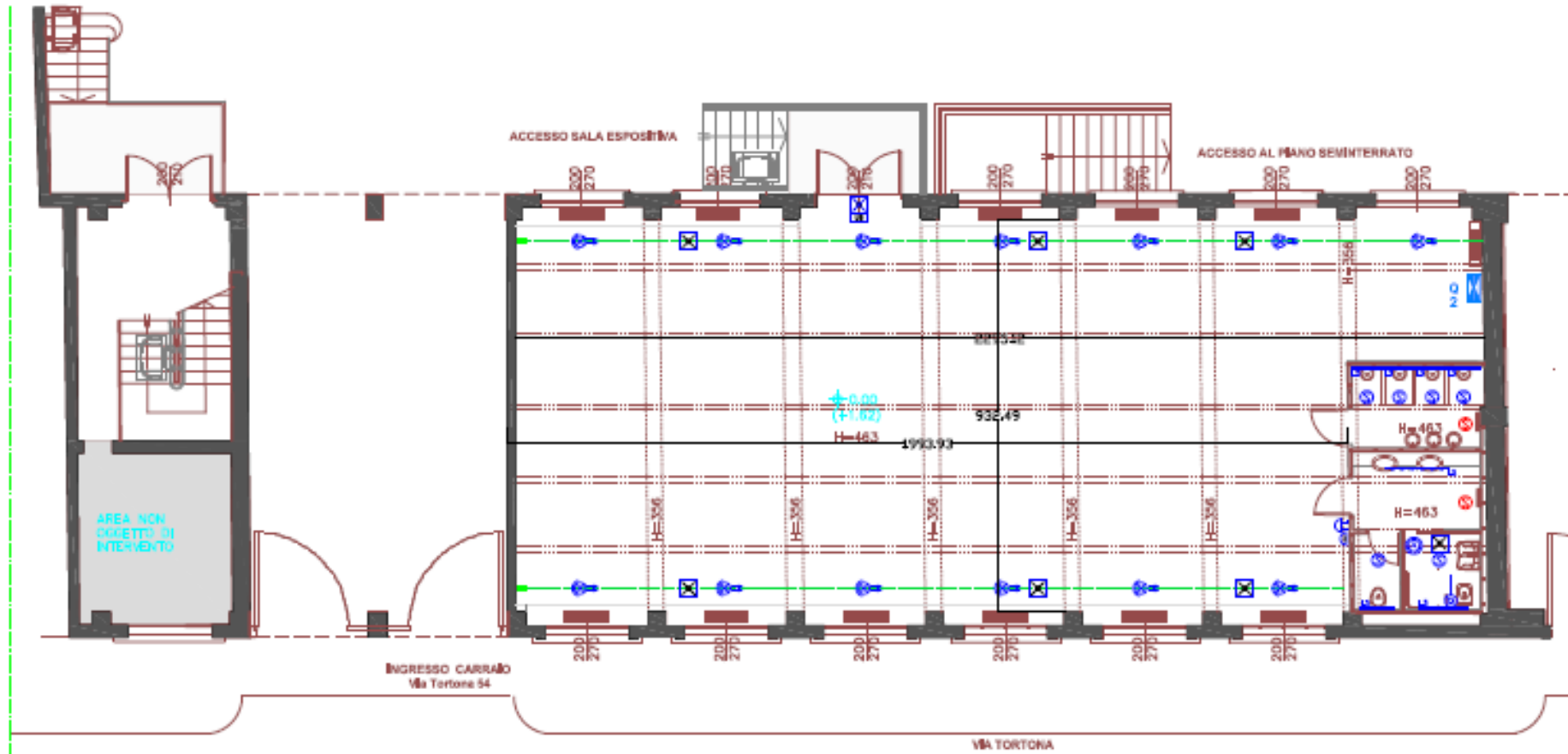
# PLANS - AGORÀ



# PLAN – AUDITORIUM AND FOYER



# PLAN - INNOVATION CENTER 2







**DOCUMENTATION**

# DOCUMENTATION

To proceed to the realization of the event we require:

- **Insurance Policy of Civil Liability to Third Parties** for the duration of the event, including the time needed for the stages of preparation and dismantling. By way of example and without limitation, the same must be extended to material damage, to the structures and their contents, including those caused by the public participant (including vandalism)
- **Chronoprogram** of the event

In addition, depending on the event configuration, you may require the following documents:

- **Certifications of Conformity to the CE Regulation** of furniture and machinery installed and **Certification of fireproofing of materials** (Class 1) used
- **Installation project** certified by an appointed technician
- **Electrical project** certified by an appointed technician
- **D.U.V.R.I.** duly integrated pursuant to Legislative Decree 81/08
- Depending on the event configuration and the type of equipment planned, we reserve any further steps with our Security Manager and document request.

It should also be noted that in case of background music, the execution of the **SIAE** procedures is the responsibility of the client of the event. Please give evidence of the documentation issued by the SIAE office in charge of the host office.

A stylized world map with a grid overlay, centered on the Atlantic Ocean. The map is rendered in a light gray color against a white background. The grid lines are thin and light gray, creating a subtle pattern over the map's outline. The word "ECONOMICS" is written in a bold, black, sans-serif font on the left side of the map.

**ECONOMICS**

# ECONOMICS

## AGORÀ RENT

UP TO 50 PEOPLE € 5.000 + VAT

UP TO 100 PEOPLE € 6.000 + VAT

UP TO 150 PEOPLE € 7.000 + VAT

UP TO 200 PEOPLE € 8.000 + VAT

UP TO 300 PEOPLE € 9.000 + VAT

**DURING MILAN'S WEEKS € 10.000 + VAT**

*Prices include security services, wardrobe and cleaning from 7.30 pm to 00.00. It will be listed apart from the hiring of staff over the indicated time. They will also be listed apart from technical services possibly requested by the Customer. The Customer is also responsible for the eventual setting up and dismantling of the space and any SIAE practices.*

*If the event provides a particular layout of the space, the listing may be subject to additions to be assessed specifically depending on the complexity of the necessary activities.*

*Prices do not include the Catering Service Enrico Bartolini that will be quoted separately on the basis of customer specifications*

*The use of the Agora is allowed only from 7:30 pm, excluding Thursday and Saturday. On Mondays the use is allowed until the opening of the Museum (2:30 pm)*

# ECONOMICS

## AUDITORIUM RENT

FULL DAY € 8.500 + VAT

HALF DAY € 6.000 + VAT

DURING MILAN'S WEEKS € 10.000 + VAT

*Prices include security, cloakroom and cleaning services, and the basic audio and video service.*

*Prices do not include the Catering Service Enrico Bartolini that will be quoted separately on the basis of the Customer's specifications*

*The Customer shall be responsible for any setting up and dismantling of the space and any SIAE practices*

# ECONOMICS

## INNOVATION CENTER 2 RENT

FULL DAY € 5.000 + VAT

HALF DAY € 2.500 + VAT

1 MONTH €20.000 + VAT

**DURING MILAN'S WEEKS € 25.000 + VAT**

*Prices include concierge and cleaning services.*

*Prices do not include any technical service and any additional days for setup and dismantling.*

*Prices also do not include the Catering Service Enrico Bartolini that will be quoted separately on the basis of the Customer's specifications*

*The Customer shall be responsible for setting up and dismantling the space*

# ECONOMICS

VISITE GUIDATE A PORTE CHIUSE - MUDEC	PREZZO
Visita porte chiuse fino a 25 persone	€ 4.500 + IVA
Visita porte chiuse fino a 50 persone	€ 6.000 + IVA
Visita porte chiuse fino a 100 persone	€ 8.000 + IVA
Visita porte chiuse fino a 150 persone	€ 10.000 + IVA
Visita porte chiuse fino a 250 persone	€ 12.500 + IVA

VISITE GUIDATE A PORTE CHIUSE – MUDEC PHOTO	PREZZO
Visita porte chiuse fino a 25 persone	€ 3.500 + IVA
Visita porte chiuse fino a 50 persone	€ 4.500 + IVA
Visita porte chiuse fino a 100 persone	€ 6.000 + IVA
Visita porte chiuse fino a 150 persone	€ 7.000 + IVA
Visita porte chiuse fino a 250 persone	€ 8.000 + IVA

*I prezzi includono i servizi di guida, guardiania, pulizia e guardaroba e accesso in esclusiva agli spazi di mostra  
Ogni gruppo deve essere composto da un massimo di 25 persone e ciascun ingresso in mostra deve essere distanziato dal precedente  
Eventuali servizi aggiuntivi per personalizzazione visita o attività di workshop saranno quotate a parte in base alle specifiche declinazioni*

